

What is claimed is:

1. A method for a retailer of the type having an Internet shopping site to sell merchandise over the Internet in affiliation with an Internet service provider of the type having an Internet service site with a graphical user interface, comprising the steps of:
 - providing members access to a co-branded Internet site including the graphical user interface of the Internet service provider accessed through the Internet service site and one or more links to the Internet shopping site of the retailer; and
- 10 providing members of the co-branded Internet site with incentives to access and shop on the Internet shopping site of the retailer through the co-branded Internet site.
2. The method of claim 1 wherein providing the co-branded Internet site includes providing a link to the Internet shopping site on all pages of the Internet service site.
- 15 3. The method of claim 1 comprising providing the link to the Internet shopping site with icons comprising one or more trademark logos of the retailer.
- 20 4. The method of claim 1 comprising:
 - providing the graphical user interface of the co-branded Internet site includes a tool bar; and
- 25 5. The method of claim 1 wherein providing members incentives includes providing the members with a discount on merchandise

purchased on the Internet shopping site accessed through the co-branded Internet site.

6. The method of claim 1 wherein providing member
5 incentives comprises providing members with access to advertising circular content for the Internet shopping site through the co-branded Internet site before corresponding printed advertising circulars are distributed.

7. The method of claim 1 wherein providing members
10 incentives comprises providing members with notice of store-based clearances, promotional event and/or special events through the co-branded Internet site before publishing notices for such special events non-members.

8. The method of claim 1 wherein providing members
15 incentives comprises providing the members with a discount on subscription fees for access to the co-branded Internet site based upon a quantity of merchandise purchased from the retailer.

9. The method of claim 1 wherein providing members
20 incentives comprises providing the members with a discount on subscription fees for access to the co-branded Internet site based upon a quantity of merchandise purchased from the retailer through the co-branded Internet site.

10. The method of claim 1 wherein the retailer operates retail
25 store and the method further comprises distributing software for the co-branded Internet site at the retail stores.

11. The method of claim 1 comprising distributing software for
the co-branded Internet site on the Internet shopping site.

12. The method of claim 1 comprising distributing software for
5 the co-branded Internet site on the Internet service site of the Internet service
provider.

13. The methods of claim 1 comprising co-branding software
for accessing the co-branded Internet site with designations of the retailer and the
10 Internet service provider.

14. The methods of claim 1 comprising co-branding software
for accessing the co-branded Internet site.

15 15. The methods of claim 1 comprising advertising the co-
branded Internet site on the Internet service site of the Internet service provider.

16. The method of claim 1 comprising:
providing the co-branded Internet site with a tool bar having a link
20 to a menu list of the member's regularly used links; and
including an icon on the tool bar that is linked to the Internet
shopping site.

17. The method of claim 16 wherein the icon comprises one or
25 more logos of retailer.

18. The method of claim 1 comprising providing the co-branded Internet site with retailer channel links to ISP channel page content of interest to one or more demographic groups of members.

5 19. The method of claim 1 comprising providing the Internet shopping site with retailer channel links to ISP channel page content of interest to one or more demographic groups of members.

10 20. The method of claim 19 comprising providing the Internet shopping site with retailer channel links to non-ISP channel page content.

21. The method of claim 1 wherein the co-branded Internet site includes a link to an application for a proprietary credit card issued by retailer.

15 22. The method of claim 1 comprising providing the co-branded Internet site with links to departments within stores operated by retailer.

23. The method of claim 22 wherein the links to the departments at the stores include order requests.

20 24. The method of claim 1 comprising providing the co-branded Internet site with links to affiliates of the retailer.

25. A method for a retailer of the type having an Internet shopping site to sell merchandise over the Internet in affiliation with an Internet service provider of the type having an Internet service site, comprising the steps of:

establishing a co-branded Internet site accessible through the Internet service site of the Internet service provider, the co-branded Internet site comprising designations of both the retailer and the Internet service provider, the co-branded Internet site including one or more links to the Internet shopping site
5 of the retailer; and

distributing at retailer locations client software for accessing the co-branded Internet site; and

providing members of the co-branded Internet site with incentives to access and shop on the Internet shopping site of the retailer through the co-
10 branded Internet site.

26. A system for providing an Internet site co-branded by a retailer and an Internet service provider comprising:

a co-branded Internet site accessible through an Internet service site
15 of the Internet service provider, the co-branded Internet site comprising designations of both a retailer and the Internet service provider, the co-branded Internet site including one or more links to an Internet shopping site of the retailer;

a system for distributing client software providing access to the co-
20 branded Internet site at retailer locations; and

a system adapted to provide members of the co-branded Internet site with incentives to access and shop on the Internet shopping site of the retailer through the co-branded Internet site.